



**American Water Works
Association**

Utility Member Benefit

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The Authoritative Resource on Safe Water®

Public Affairs Advisory

**TO: AWWA Leadership
All Utilities**

FROM: AWWA Public Affairs

DATE: February 16, 2009

Who:	Utility Public Affairs Contact
What:	Drinking Water Week materials available
When:	Drinking Water Week is May 3-9, 2009

Drinking Water Week 2009 materials are now available for download at <http://www.awwa.org/Government/content.cfm?ItemNumber=44766&navItemNumber=3863>. The theme for AWWA's Drinking Water Week celebrations will be Only Tap Water Delivers.

Press Releases

AWWA will send out press releases on the following issues. The press releases will be made available online, and utilities are encouraged to adapt them for local use:

May 4 – DWW announcement
May 5 – Conservation
May 6 – Infrastructure
May 7 – Support for the economy
May 8 – Four pillars of OTWD

Handouts and Children's Activity Pages

Handouts offering information on the value of tap water service, the need to invest in water infrastructure, and tips for conservation are available. Also available are children's activity pages branded to the Only Tap Water Delivers campaign. These pages include a coloring page, word search, crossword puzzle, quiz, and a maze.

Only Tap Water Delivers Ads

AWWA has created special ads for Drinking Water Week branded to the Only Tap Water Delivers campaign. The ads are available for use as is, or utilities can add their logos if they prefer. The ads also can be used as posters or for other consumer outreach.

2009 Celebration Contest

AWWA member utilities are eligible to win \$1,000 in consumer materials. Film a creative video highlighting how you celebrated Drinking Water Week, post it to YouTube and send a copy of the link to dmueller@awwa.org. The deadline to enter is May 30, 2009.

Social Media

Create a [Facebook](#) page for your organization and join the [AWWA group](#), to help spread the word through the world of social media. AWWA will be happy to post information about local celebration events, and encourage our friends to alert their friends to Drinking Water Week through status updates, [event invitations](#) and discussions that tie-in with the daily press release topics.

For more information on the “Only Tap Water Delivers” Campaign, visit <http://www.awwa.org/advocacy/OnlyTapWater/>.

For more information about Drinking Water Week, visit <http://www.awwa.org/Government/content.cfm?ItemNumber=44766&navItemNumber=3863> or contact Deirdre Mueller, Public Affairs Manager, at dmueller@awwa.org or 303-347-6140.

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